

March 2023 Board Meeting Minutes

-Submitted by Gloria Kreitman, WWBC Secretary

Date: Wednesday, March 8, 2023

Time: Social: 6:30 pm; Meeting: 7:00 pm

Location: Greenmeadow Room at Palo Alto City Library, Mitchell Park Branch, 3700 Middlefield Road, Palo Alto and Zoom for remote attendees

Food Wrangler: Peggy

Call to Order at 7:00 pm

Present: Randall Braun, Peggy George, Brian Kaplan, Vito Mazzarino, Mike Rissi, David Schorow, Cathy Switzer, Jean Symons, Vern Tucker

Zoom: Gloria Kreitman, Guy Shuman

Absent: Fran Williams

Standing Items

- Date of next meeting—April 12, 2023
- Location of next meeting—Zoom
- Next mtg Food Wranglers—NA
- Approve the previous minutes—the February 2023 minutes were unanimously approved

New Business and Area Lead Updates:

- **Review of Action Items from the February meeting:** David began the meeting by reviewing action items from the last meeting:
 - Vito reported that Sequoia non-member registrants are tracked in WildApricot as contacts (not as members). If the contact does not officially join Western Wheelers within the 30 period after The Sequoia, their contact record is archived by the Club Historian. As contacts, registrants do not receive club member email notifications, but do receive Sequoia specific notifications.
 - Vito verified with Voler Customer Service that the links for 2019 and 2022 Jerseys work and any interested person can still order the Jerseys. The links remain on our “Sequoia Jersey” webpage.
 - A generous gift was made to the Western Wheelers from the Santa Rosa Cycling Club. They gifted us back half of the \$1,000 we donated to them in 2017 when they suffered a major loss due to fire. The thank you card will appear in the next issue of *The Flat Tyre*.
 - Cathy reviewed the online payment flow on our website to confirm whether individuals must have a PayPal account in order to pay online with a credit card. There was discussion about the different flows for new members vs. renewing members and the interface between the PayPal portal and the WildApricot website. Vito and Mike will investigate potential solutions to enable renewal payments without a PayPal account.
- **Area Lead Updates**
 - **Randall—Sequoia Chair:** The rainy weather has created the potential for major impacts on the routes for the Sequoia, so the committee will continue to monitor the situation. So far, the only impact to the Sequoia routes is the closing of Stage Rd. To get around that, the 100 mile riders will be diverted to use highway 1. We’re about half way with Sequoia volunteers and expect to fill those tasks soon. Volunteers will receive a pair of Sequoia

socks instead of a T-shirt as an appreciation gift. They can wear last year's orange t-shirt to clearly identify themselves as volunteers. Randall reported that local bike shops are helpful in rider recruitment and Sequoia posters are proving to be very effective also. The committee distributed Sequoia posters to over 100 bike shops from Santa Rosa south through Marin County, and throughout Santa Clara, San Francisco, San Mateo and Santa Cruz counties. Posters will also be distributed in Alameda, Contra Costa and east beyond the Sacramento area in the coming 2 weeks. The donation program for registrants to include \$25 Support for Coastside Charities is also going well with nearly 40% adding \$25 to their registration fee. Neighbors will be notified of the Sequoia event in advance to foster goodwill between the communities. The permit process is underway for the 4th "Top of Tunitas" rest stop as well as the Woodside and Portola Valley permits. The referral program is slowing down a bit. The first three winners have been named and will receive socks. Randall also showed a proof of the 2023 Sequoia jersey from Voler, and they will be distributed to the team captains in mid-April.

- **Guy—Ride Chair:** The LDT rides are getting a bit of rain. Daylight Saving Time is this weekend. Weeknight rides will start next week. The Saturday rides will shift a half hour earlier.
- **Jean—Event Chair:** Jean provided an update on the plans for the Spring Picnic on April 30 at Cuesta Park. She presented four options for sandwiches for the picnic and the board settled on the choice of Robert's Market after some discussion. She noted that Fran Williams agreed to be the lead for this event as Jean will be traveling. Several volunteers have stepped forward to get items at Costco and as the event gets closer and more will be recruited to help with setup, serving and cleanup. An email about the picnic will be sent to active members in the next few weeks.
- **Vern—Membership Chair:** Vern reported that we had 10 new members join since February 8, which brings the total number of members to 994.
- **Vito—Webmaster:** Vito is continuing to monitor offline payments for the Sequoia. This year 12 people opted to pay by mailing in checks and 6 checks are still outstanding. Further discussion focused on some technical details to help manage club communications with the use of the various lists that appear in Wild Apricot. It was noted some of the lists are older, or the list names are not accurate as to their purpose. The use of filters to help make the distribution lists more accurate was suggested as a tool.
- **Mike—Finance Chair:** Mike reviewed the budget report for March 8. The agreement with Saavy Bikes for the 2023 Bike Skills Clinics is complete. The first payment is due in March.
- **Cathy—Member at Large:** Cathy reported that registration for the Bike Skills Clinics will open 30 days prior to each class. Completion of the 101 clinic anywhere in the past with Saavy Bikes qualifies as a prerequisite for taking either 201 or 301. The 201 and 301 classes do not need to be taken in order. The messaging for the 301 class has been revised to focus on riding in a group. A small design issue with the new logo has been corrected and new versions of the logo are available to use.

There were no other updates by Board members.

The meeting adjourned at 8:57 pm PST.